



Jignyashika

www.jignyashika.com

www.sundarspeaks.com



DR. SUNDARARAMAN
CHINTAMANI
Founder
Jignyashika

CREATIVE THINKING MASTERY

Workshop Details

Creative Thinking Overview

- Creative thinking means looking at something in a new way. It is the very definition of “thinking outside the box.” Often, creativity involves what is called lateral thinking, or the ability to perceive patterns that are not obvious.

Why Creative Thinking Now?

- Creativity is the primary driver of innovation, an occurrence whereby something new and valuable is created such as an idea, a solution, or an invention.
- Creative people have the ability to devise new ways to carry out tasks, solve problems, and meet challenges. They bring a fresh, unorthodox, perspective to their work. This way of thinking can help organizations move in more productive directions.

Workshop Methodology

- Workshop would be conducted through interactive class room sessions using slide decks, multi-media video clippings, classroom exercises and case studies.



Jignyashika

www.jignyashika.com

www.sundarspeaks.com



DR. SUNDARARAMAN
CHINTAMANI
Founder
Jignyashika

CREATIVE THINKING MASTERY

Workshop Details

Course Content

- Principles of Creative Thinking
- Techniques for Creative Thinking
 - Brainstorming
 - Divergent Thinking
 - Options Thinking
 - Opportunity Thinking
 - Six Thinking Hats
 - Mindmapping
 - Mental Calisthenics

Key Takeaways

At the end of the workshop, the participants will be able:

- To increase creativity and productivity
- To address pain areas and create innovative solutions
- To generate solution in a short amount of time
- To reduce conflict within a team
- To contribute to design thinking
- To save money and effort